



## Peter Cross

Brand and Consumer Strategist, Managing Partner -  
Yellowdoor, Business Partner to Mary Portas



CSA Celebrity Speakers Ltd

Peter Cross is one of the UK's leading brand and consumer strategists. He is the business partner of Mary Portas and Managing Partner of Yellowdoor, a full service communications agency which manages a portfolio of some of the world's greatest brands. He has made regular appearances on UK and international TV, writes regularly in the national press and lectures across the world on the subjects of retail, branding and consumer trends.

**"My start point is always the consumer. Understand them and you're half way home"**

### In detail

Peter has worked in marketing communications for 25 years, starting his career at Burberry in the European buying team then moving to L'Oreal where he spent 12 years in international marketing. After a four year stint with the Richemont luxury group, Peter joined forces with Mary Portas. Their agency Yellowdoor works with clients as far afield as Westfield, Louis Vuitton and Clarks. They have also launched a fashion collection for women with House of Fraser, overhauled a chain of charity shops for Save the Children and are now advising the UK Government on how to save our high streets.

### What he offers you

Peter has unparalleled expertise in "how we shop" built through his unique experience working with both the largest fashion luxury and lifestyle brands, the biggest shopping centres and the remotest of high streets. He'll challenge retailers, marketers, salespeople and customer service professionals to think again about the new expectations of today's consumers and how best to engage with them in an increasingly complex and challenging world.

### How he presents

Peter's style is informal and relaxed yet dynamic and challenging. He'll guide his audience through the forces at work and stimulate discussion on brands and customer experience. His presentations are inspirational and highly motivating.

### Languages

He presents in English and is also fluent in French.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Topics

How We Shop (today and tomorrow) including Global Trends in Consumerism

The Current State of UK and Global Retail with Best in Practice Examples

The UK High Street - The Forces at Work and How Those Who Depend On It Need To Behave

The Digital Revolution and the New Empowered Shopper

Brand Authority and Brand Personality (a guide for brand owners)